



February 1, 2022

The Elkhart Rotary Club and Wellfield Botanic Gardens will celebrate our annual **TASTE OF THE GARDENS** presented by the Elkhart County Convention and Visitors Bureau on Sunday, August 28, 2022. Wellfield is a private, not-for-profit organization founded by the Elkhart Rotary Club in 2005 as a *Centennial Celebration Project* for Rotary International. Wellfield welcomes over 70,000 guests annually through its gates for a variety of special events and programs. *Sponsorship highlights include:*

- Being a part of an amazing day of live music, fine art, and great food and drinks;
- Direct exposure to up to 4000 guests who'll attend the event;
- Sponsorship levels are available to fit a wide variety of needs and marketing strategies;
- Printed Sponsor Banners on light posts remain on display at Wellfield through October, reaching an even greater audience in our *Sensational Summer* and *Fabulous Fall* seasons;
- Early commitment provides increased exposure through web and social media efforts which begin in March; and
- Your support furthers Wellfield's mission to *celebrate the inseparable relationship between water and life, inspire creativity and lifelong learning, foster stewardship of our natural world, and grow community.*

Don't miss this opportunity to be in front of an engaged, regional audience at a popular community event. Taste of the Gardens is a high-quality gathering promoting art, music, food, fun, AND provides great marketing for you and your business!

Main Stage Music Sponsor (one available): \$5,000 will receive:

- Named as exclusive 'Main Stage Music Sponsor' in advertising leading up to and at **Taste of the Gardens** event, recognized through:
 - Name included as *Main Stage Music Sponsor* in weeks leading up to event advertisement in *The Elkhart Truth*
 - Name included on event web page, boosted Facebook event, and social media
 - Name on Printed Sponsor Banner on the Main Stage/event area AND Printed Sponsor Banner on light post which remains on display through October
 - On stage emcee verbal recognition between musical acts throughout the day
- 1 table (of 8) at an *Evening in the Gardens*, September 15, our premier donor recognition event
- Dedicated social media posts leading up to the event on Wellfield and Rotary social media platforms, reaching over 13,000 fans
- Name and web link (if applicable) on event webpage and printed event program
- 10 food/drink packets and 10 entry passes
- 5 complimentary (one-year) Ambassador-Level Memberships to Wellfield Botanic Gardens OR 50 Free General Admission Passes to Wellfield Botanic Gardens

Restaurant Sponsor or Artist Sponsor (two available): \$2,500 will receive:

- Named as 'Restaurant Sponsor' or 'Artist Sponsor' in advertising leading up to and at ***Taste of the Gardens*** event, recognized through:
 - Name included as '*Restaurant Sponsor*' or '*Artist Sponsor*' in weeks leading up to event advertisement in *The Elkhart Truth*
 - Name included on event web page, boosted Facebook event, and social media
 - Name on Printed Sponsor Banner as selected in food service or artist area AND Printed Sponsor Banner on light post which remains on display through October
- Two tickets to an *Evening in the Gardens*, September 15, our premier donor recognition event
- Dedicated social media posts leading up to the event on Wellfield and Rotary social media reaching over 13,000 fans
- Name on event webpage and event program
- 8 food/drink packets and 8 entry passes
- 3 complimentary (one-year) Ambassador-Level Memberships to Wellfield Botanic Gardens OR 30 Free General Admission Passes to Wellfield Botanic Gardens

Garden Sponsor: \$2,000 will receive:

- Named as 'Garden Sponsor' in advertising leading up to and at ***Taste of the Gardens*** event, recognized through:
 - Name on event webpage and event program
 - Printed Sponsor Banner on light post which remains on display through October
- Dedicated social media posts leading up to the event on Wellfield and Rotary social media reaching over 13,000 fans
- 6 food/drink packets and 6 entry passes
- 2 complimentary (one-year) Ambassador-Level Memberships to Wellfield Botanic Gardens OR 20 Free General Admission Passes to Wellfield Botanic Gardens

Taste Sponsor: \$1,000 will receive:

- Named as 'Taste Sponsor' in advertising leading up to and at ***Taste of the Gardens*** event, recognized through:
 - Name on event webpage and event program
 - Printed Sponsor Banner on light post which remains on display through October
- Dedicated social media post leading up to the event on Wellfield and Rotary social media reaching over 13,000 fans
- 4 food/drink packets and 4 entry passes
- 1 complimentary (one-year) Ambassador-Level Membership to Wellfield Botanic Gardens

Patron Sponsor: \$500 will receive:

- 2 food/drink packets and 2 entry passes
- Printed Sponsor Banner on light post which remains on display through October
- Name on event webpage and event program
- 1 complimentary (one-year) Ambassador-Level Membership to Wellfield Botanic Gardens



We welcome you as a part of this exciting special event supporting Wellfield Botanic Gardens, furthering our mission, and benefiting our community. If you would like to learn more or have any questions, please contact Eric Garton at 574-266-2006 ext 102 or e.garton@wellfieldgardens.org.

Thank you for considering sponsorship support and partnership in ***Taste of the Gardens!***

Sincerely,

Eric Garton

Event Co-Chair
Wellfield Botanic Gardens

Karla Beasley

Event Co-Chair
Wellfield Botanic Gardens

To become a sponsor, Select your sponsorship level:

- Main Stage Music Sponsor: \$5,000**
- Restaurant Sponsor or Artist Sponsor: \$2,500**
- Garden Sponsor: \$2,000**
- Taste Sponsor: \$1,000**
- Patron Sponsor: \$500**

Please make check payable to:

Wellfield Botanic Gardens / Memo line "Taste of the Gardens 2022 Sponsor"

Return this form and payment to:

Wellfield Botanic Gardens, 1011 N. Main Street, Elkhart IN 46514

Please indicate exactly how you'd like you name or company name to be recognized in print/web: (For Example: "Jane Doe" or "Jane Doe's Service Company")
